



Mobile Application to Manage Field Executive Reporting

Business Requirement

The client was looking for an application to manage the field staff and enable fast and efficient reporting while the field executives were out on the field. Due to the large number of on – field executives it was becoming extremely complex for the administrator and office staff to manage reporting and feedback for each case from the field. The client operates a credit card verification business where his field executives need to physically verify the details of each and every credit card applicant of a certain bank.

Solution

BIPL suggested a mobile application that can be easily installed on most commonly used Nokia mobile phones running on Symbian 40 and Symbian 60 OS so that the field executives could install these applications directly on their mobile phones. Each field executive was provided a login id and password to log in the application which was directly connected to the CRM of the company. Based on each login id – password combination a number of cases were assigned to each executive. The executive just required to login and he could see the number of unattended cases on his screen. He could then select a particular case and work on it accordingly.

Value Proposition

Apart from the client's basic requirement, BIPL suggested the following value additions:

1. Location Capture: This feature was a hidden feature which was added to monitor an executive and make sure that he was on the desired location while submitting a particular case. For example, if the case belonged to an area named "X", he was submitting it from "X" and not "Y".
2. Picture Capture: This feature was added to get an image proof of an unsuccessful case to make sure that the employee was not skipping a particular case without reason.